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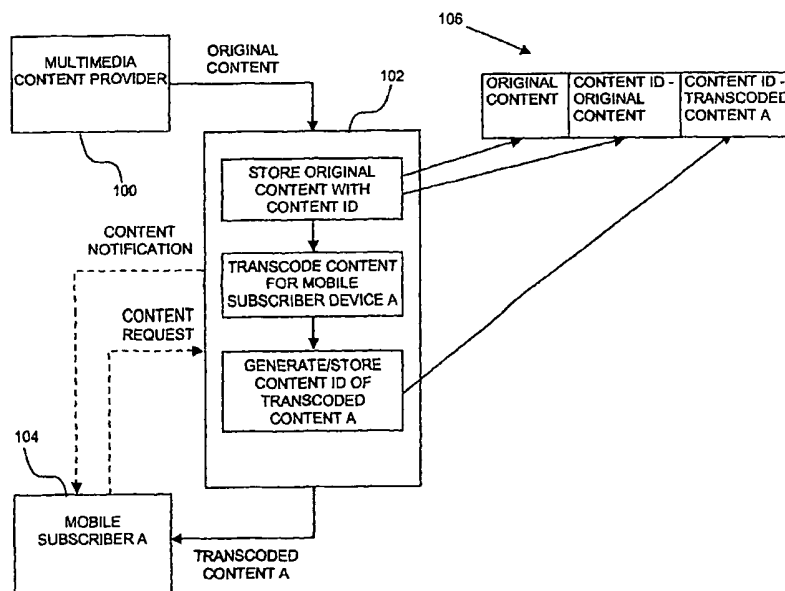
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(54) Title: **OPTIMALLY ADAPTING MULTIMEDIA CONTENT FOR MOBILE SUBSCRIBER DEVICE PLAYBACK**



(57) Abstract: A multimedia content distribution method including a) storing an item of a multimedia content, b) firstly transcoding the content for playback on a first multimedia device, c) generating a content ID of the firstly transcoded content, d) storing the content ID of the firstly transcoded content in association with the stored content, e) accessing the stored content using the content ID of the firstly transcoded content, and f) secondly transcoding the stored content for playback on a second multimedia device.



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